



Client: Construction Equipment Dealer
Project: Advertising for a Construction Equipment Supplier

Revitalizing SEM for Enhanced Transparency and Performance for a Regional Equipment Dealer

SEARCH ENGINE MARKETING

MARKETING EXECUTION

Our Challenge

A construction equipment dealer with locations throughout the Upper East, Midwest and South needed help with the underperformance of its Google Ads. It also suffered from a lack of reporting transparency. The absence of detailed reporting and insights was a significant roadblock for leadership. It resulted in decision-making not based on data and inefficient ad spend.

Our Solution

Search engine marketing (SEM) is a high-stakes field where substantial investment meets the potential for immediate and impactful business results. In this demanding landscape, the difference between success and disappointment often comes down to expertise. Effective SEM requires a nuanced understanding of market trends, consumer behaviors, and the ins and outs of digital channels.

Businesses face the challenge of ensuring a return on their investments while navigating the revolving door of digital advertising. With the expertise and results-oriented approach of GO2 Partners, we transformed this construction equipment dealer's Google Ads campaigns into a significant growth driver.

Our transformation began with an in-depth audit of its various Google Ads accounts, focusing on several key areas:

- **Enhanced reporting:** We deployed advanced tracking and reporting systems to offer in-depth, real-time insights into campaign performance, enabling informed strategic decisions.
- **Keyword strategy refinement:** Our team conducted a keyword audit and optimized the keyword strategy, targeting more relevant and high-potential keywords.
- **Targeted audience segmentation:** We ensured higher conversion rates through refined audience targeting.

- **Optimized bidding strategy:** Adjustments to the bidding strategy were made to maximize budget efficiency and ROI.
- **Comprehensive conversion tracking:** We enhanced conversion tracking by including store visits, providing a holistic view of the campaign's impact.

Our Results

The strategy and account overhaul led to significant improvements within the first six months. The client was pleased with a 32% increase in phone calls to the business, over 1,100 store visits (linking online efforts directly to offline business growth), and new reporting tools offering clear, detailed insights that built trust and confidence in the SEM process.

